

Message Text

UNCLASSIFIED

PAGE 01 COPENH 04185 281156Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----064603 291715Z /43

R 281035Z JUN 78
FM AMEMBASSY COPENHAGEN
TO SECSTATE WASHDC 6761
INFO AMEMBASSY BERN
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMEMBASSY OSLO
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM

UNCLAS COPENHAGEN 4185

EO 11652: NA
TAGS: BEXP DA
SUBJ: PRODUCT TARGETINO GUIDE

REF: STATE E-2176

1. EMBASSY HAS RECEIVED FROM THE DEPARTMENT THE PRODUCT TARGETING
GUIDE ENCLOSED WITH THE REFERENCE AIRORAM. THE PTG IDENTIFIES
PRODUCT CATEGORIES WITH THE GREATEST CONCENTRATIONS OF TOP
SUBSCRIBERS,
AND ESPECIALLY HEAVY CONCENTRATIONS ARE MARKED WITH
AN ASTERISK.

2. IN ORDER FOR US TO MAKE APPROPRIATE USE OF THE PTG, IT WOULD
BE HELPFUL TO KNOW THE DEPARTMENT'S DEFINITION OF "GREATEST
CONCENTRATION" AND "ESPECIALLY HEAVY CONCENTRATION". MOST HELPFUL
WOULD OF COURSE BE INFORMATION AS TO HOW MANY SUBSCRIBERS THERE
ARE IN EACH PRODUCT CATEGORY.

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DEAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978COPENH04185
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780269-0640
Format: TEL
From: COPENHAGEN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780613/aaaaakxx.tel
Line Count: 56
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 1857e57e-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 2176
Retention: 0
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Review Content Flags:
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Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
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Review Withdrawn Fields: n/a
SAS ID: 2183773
Secure: OPEN
Status: NATIVE
Subject: PRODUCT TARGETINO GUIDE
TAGS: BEXP, DA
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/1857e57e-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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